

Dr. David Tuffley
School of ICT
Griffith University



Final Report

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A SocioTechnical Study of Videophone Adoption at a Multi-Campus University

Executive Summary: *Crossing the Chasm*

From a technical point of view, the implementation of videophones across the university has been a success overall. Despite this however, the numbers of staff prepared to use the videophone to its full potential is disappointingly low. The results of this study show that the challenge is *cultural* rather than a technical one.

In terms of the *Technology Adoption Life Cycle Model* the data suggests that the early adopters and innovators are making good use of the new technology, and are happy with the expanded range of communication capabilities that the new phones afford.

The data indicates that the *early majority* is yet to make this crucial transition, known as '**crossing the chasm**'. This report makes specific recommendations on how best to manage this challenge.. See [Recommendations](#)



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1. [Introduction](#)

This report outlines the results of a SocioTechnical study of the impact on organisational culture of the deployment of videophones at Griffith University, a large multi-campus, metropolitan university.

It examines the attitudes of a sample of users and as they make the transition from a 100 year old audio-only telephony model to high definition video with natural audio that allows people to experience the non-verbal aspects of a conversation.

1.1. Objectives of Project

The stated aims of the *SocioTechnical Study of Videophone Adoption* project are to examine:

1. How and why patterns of interpersonal behaviour are being influenced by use of the videophone,
2. What specific technologies are being used in pursuit of research, learning & teaching and service-oriented activities,
3. Workplace design factors that are influencing use, and how these might be optimised,
4. How and to what extent the unified collaboration program is contributing to the University's sustainable practices, and
5. How and to what extent the program contributes to greater engagement with our Asia-Pacific neighbours.

These have been specifically addressed in the [Findings](#) chapter.

1.2. Commitment to Sustainable Practices

This project is consistent with and supportive of the University's [Sustainability Plan](#) by equipping staff with the means to more efficiently do their work without needing to travel to other campuses in greenhouse gas-producing vehicles.

Beyond sustainability considerations, the project leverages cutting-edge technologies across all of the university's functional areas; teaching and learning, research and administration/service to bring greater efficiencies to the execution of these activities.

Such a move is consistent with the trend towards ubiquitous computing in the modern world. Information technology is embedded pervasively in the environment in which people live and work, leading to a state of hyper-connectedness. People expect to be connected to other people who are not physically present, as allowed

by smartphone technology. The videophone project is consistent with this ongoing socio-technical trend, which bodes well for the long-term adoption of videophone technology.

1.3. About the research team

The study was conducted and this report written by [Dr. David Tuffley](#) and Ms Jo-Anne Clark from the School of ICT at Griffith University.

Dr. Tuffley is a lecturer in Applied Ethics & SocioTechnical Studies. Before academia, David was a consultant in the IT industry working in Australia and the United Kingdom. His [research](#) interests include the social impact of technology, ethics in IT, leadership of knowledge workers and the process of creativity and innovation. (contact d.tuffley@griffith.edu.au)

Ms Clark is a PhD student with a background in applied research. The interviews were conducted by Ms Clark.

2. [Data Collection](#)

The survey data was collected in the second half of 2014. The interviews were conducted in January and February of 2015.

Data collection takes a two-level approach yielding both general and specific perspectives:

- a general **questionnaire** (n=128) administered across the university to those organisational units equipped with the new videophones, and
- Focussed, in depth **interviews** (n=10)

2.1. Questionnaire

The **questionnaire** was administered via an anonymous [web-based survey](#). In the first round, a total of 16 schools across all faculties were asked to distribute the survey to their academic and administrative staff.

Other centres and support areas were also included. N=128 in this round, with a response rate of <10% . The majority of respondents had been using the videophone for six months or less.

A text version of the questionnaire can be seen [here](#).

2.2. Interviews

The **interviews** were conducted by an experienced interviewer with people from diverse organisational units, based on their willingness to participate. A total of ten such interviews will be conducted. The transcripts of these are shown in the appendix for reference.

Transcripts of the interviews [here](#).

Exemplary interview transcript [here](#).

2.3. Ethics and Standard Collection Protocols

All data collection activities were conducted with the approval of the University's Ethics Committee (ICT/05/14/HREC), and followed standard empirical collection protocols acceptable for publication in reputable, peer-reviewed journals.

3. [Results](#)

A summary of the results is given in this chapter. The full tabulation of results, including qualitative comments can be found in [Appendix A](#)

3.1. How many times do you use the Videophone in an average week?

56% 10+

22% 5-10

12% <5

See [here](#) for full results.

3.2. Do you use the camera to display your image to the other party?

80% Yes

20% No

See [here](#) for full results.

3.3. What like/don't like about seeing & being seen?

An indicative sample of positive, neutral and negative comments. See [here](#) for full results.

- I find it very distracting to have their image on my phone, and think it would be the same for them
- N** Generally keep the shutter closed, but open it for conversations with research group members and colleagues I work closely with.
- N** Not everyone uses it and so it's not mutual. Due to the size of the phone itself, I have to position it to the right and behind of my computer monitor, so I don't always get seen by the other user.
- + Better empathy and collaborative communication via the ability to see one another. Non-verbal communication and body language I find improves communications and willingness to help and be helped
- + Happy to be seen >90%. Adds more personal touch to interaction, and great to be able to put faces to names more. It is almost mimics face-to-face, especially when the speaker phone is on.
- + Can read body language and thus communicate more effectively.
- + I show my image to all people I speak with. I feel at a

disadvantage when others choose not to display their image.

+ Good to 'see' who you are talking to.

N I turn the camera off when the other party also has their camera turned off. I don't necessarily feel that it's helpful to see the other person's image, as in a one-to-one call the non-verbals etc. are less important but perhaps for group calls this function might be more useful. However, I haven't yet used the phone with more than one other party at a time. Turning the camera on also means that you can't stand up as easily when taking a call, which is useful when you want to change your posture after sitting all day.

3.4. Interesting or amusing stories about how you use Videophone?

See [here](#) for full results.

When on a national teleconference with colleagues, I accidentally disconnected myself from the meeting three times because I kept pushing the speaker button instead of the mute button.

Just generally noticing that most people wave goodbye at the end of phone calls now

How some callers like to watch but not be seen

I noticed at first use that waving goodbye seemed to be the etiquette from those using it for some time

balloons in the background of someone at the other end of the phone

Pick up the handset. Dial a number and talk...or when it rings..pick up the handset and say "hello"

If a call is from an on-campus friend I sometimes hold up a photo of a movie star/celebrity in front of my camera.

3.5. Has the Videophone ever been a substitute for travel to another campus or place?

See [here](#) for full results.

12% Y

88% N

3.6. Potential to replace travel/face-to-face meetings?

See [here](#) for full results.

94% Y

6% N

3.7. What would you change in your environment to optimize the experience?

See [here](#) for full results.

Try and make more room on my desk

Everyone needs to paint their ceilings. The ceiling is always in the background and you realise just how horrible everyone's ceilings are!

Phone height on desk is a little low to capture my face on the video, so I have to lean down (I am quite tall). Need to have it on a raised platform, but this is cumbersome.

I'm not sure what could be changed to be honest

Ideally, I would like to be able to elevate the phone so that I had the option of standing when taking some phone calls (without just having to have a permanent stack of books on my desk!).

The teleconferencing feature is fantastic - so easy to use and saves so much money on sourcing this externally. The only downside is that it can only take 9 callers at once, and this was not specified in the user guide so when I tried to do a teleconference with 20 participants it was a bit of a nightmare!

Everyone should have the camera "on".

Yes, flick the little privacy screen across the lens and use it as a phone. It's great and does absolutely everything a phone should.

If it was possible to use with mobile phone

Get rid of the camera and reduce the size of the phone. It is an expensive, oversized paper weight.

I had to change the placement of my phone so that I didn't have my back to it when I had to look something up on my computer.

Yes, already have. I ensured the GU School of Humanities sign is visible behind me for instant recognition

I'd get rid of the phone.

How about not turning off the camera - sort of defeats the purpose.

3.8. How else might staff get most out of V-Phones?

See [here](#) for full results

Send a short "Did you know" message about phone functionalities

Headphones

Can you leave video messages?

More training. There should be a selection of times for training. The training that has already been given does not always suit everyone so if there are choices it would be easier

More instructions, tip sheets or video clips from utube on how to best use the phone for messages, group phone calls etc. I'm sure we are not making full use of the technology through pure ignorance. Stickers on the phone to prompt where to get help. Change the standard 6 ring call

out to a shorter call out period of 4 rings. The phone pad is not compliant for visually impaired people. Are there phone pads that are compliant with cisco for visually impaired people?

Awkward positioning in the office. Very difficult to use in conference room

Being able to share non-verbal items, such as objects, book pages or computer screens. Potentially very useful.

There are some great 'ringtones'. It can be useful as a mirror.

Would be great if it could work with other video conferencing systems such as Skype.

3.9. Final Comments

See [here](#) for full results

I think the training was very rushed, a lot of information to take in and not easy to remember, I think a lot of the academics did not attend the training and are unsure of the capabilities

Couple of dozen times has been substitute for travel. I'm finding that a few shorter video conversations can replace a larger single face to face meeting with an individual on another campus

Interaction with my academics has become more reliant on the video phone. Previously they would often visit my office or I would visit theirs to discuss more complicated issues. I always preferred face to face where possible for clarity of communication and the sense that we "met". The video phones give that same sense.

I really like it, and can see great future potential.

I think in the areas of health face to face professional contact is essential to our industry and video-conferencing will never substitute. It can be a substitute on occasions but never a complete replacement

Not to replace travel, although it has probably reduced the need for both of the above. Most people could have previously used Skype in the same way that they now use a videophone. So if they were still meeting face-to-face anyway, there was obviously some perceived benefit from doing so and I doubt that the videophone has replaced this, although I'm sure it's helpful to have this option.

On page 1 the "how long" questions should allow for times less than 2 months

overall I like using this phone but as connected to the computing system often needs to be reset.

I'd be really interested to see your results. I do think people are comfortable with video calls as presented on Skype or google chat. The screens are large and we've been doing this for a few years.

I have used google video chat and skype extensively. The video phone is useless in speaking with colleagues overseas and nationally.

4. Findings

The Findings are organised around the stated objectives for the project. The Findings chapter begins with a higher-level discussion around Geoffrey Moore's Technology Adoption Life Cycle.

4.1. In context of Technology Adoption Life Cycle

The results indicate a **generally positive** reaction from staff to the videophones, both to the experience of using the device to its potential to improve the way they do their work, for example more productive phone meetings and as a substitute for travel.

The data distribution generally conforms to Gordon Moore's diffusion of technology model, first discussed in his 1991 book *Crossing the Chasm* (later editions in 1999 and 2014).

Moore's widely known work is relevant to videophone adoption at Griffith University. He describes a bell-curve that is segmented into five categories; **innovators, early adopters, early majority, late majority and laggards**.

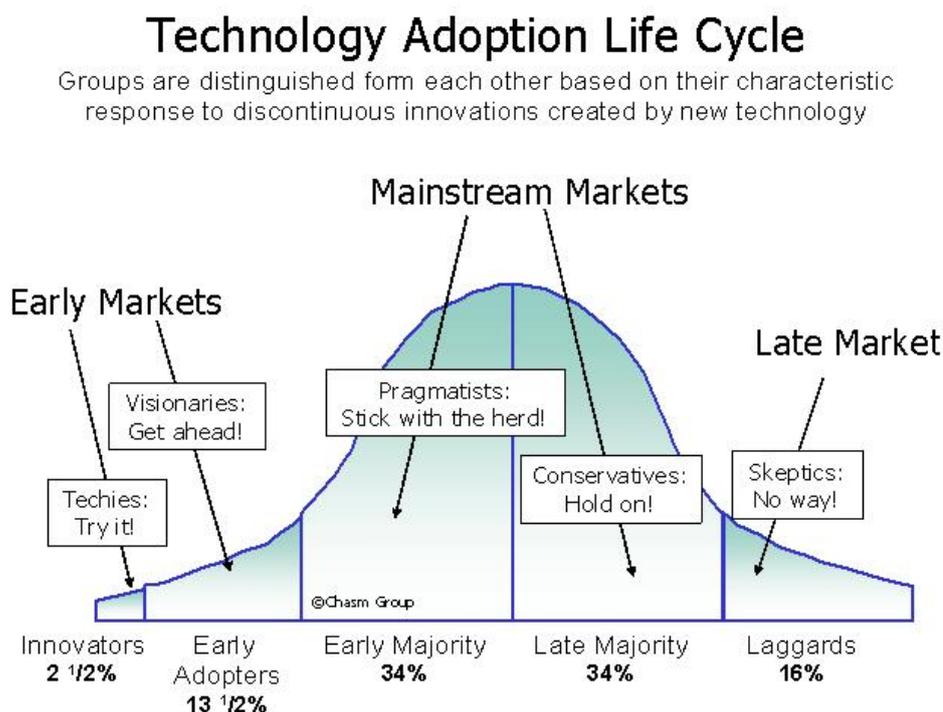


Figure 1: Moore's Technology Adoption Life Cycle

Innovator and early adopter categories. With around 10% of staff responding to the survey, and the majority of them positive in their comments, these would arguably correspond to the innovator and early adopter categories, the first to use the technology.

While it is true that while many people have the videophones sitting on their desk, it is the respondents who are the people who actually use them and have something to say about the experience. Most have been using the phones for six months or less.

About 15% of respondents express resentment at having to use the videophone.

4.2. Explaining the polarised views

The polarised views of the survey respondents can be partially explained by generational factors. For older people, there will be an inherent reluctance to having one's face displayed to telephone callers when there is no precedent in their past.

Generation X and Y will be comfortable. Users born in the 1980's or later who already use FaceTime on their iPhones and in other ways are accustomed to seeing video of themselves. These users will be more comfortable with videophone technology. Some will be so accustomed as to expect it as standard, and miss it if it is not available.

Face to face with a stranger. Another factor that will likely be influencing the negative opinion is the reluctance to be brought face to face with a stranger. It is one thing to have a stranger's voice in your ear, but to see their face too is something of a shock in the privacy of their office or cubicle. Talking to friends and family on a videophone might be ok, but with people you don't know and maybe do not like, it is not ok.

4.3. Patterns of interpersonal behaviour

Objective: How and why patterns of interpersonal behaviour are being influenced by use of the videophone,

The data suggests that the videophones are having significant impact on interpersonal behaviour.

New forms of telephone etiquette are evolving, for example the addition of a friendly wave at the end of a conversation, and the spontaneous inclusion of sight jokes between friends.

Polarisation of opinion. The comments indicate a strongly polarised set of opinions – those who love the new technology and those that hate it. Those that love it outnumber those that don't by around 2:1. Much of the negative opinion seems to centre on a feeling of embarrassment at how one looks and sounds. The person seems to be saying that they did not realise that they look and sound the way they do – a gap exists between what they think they look and sound like and what the outside world perceives. This condition will remedy itself over time as a person comes to integrate the

internal and external perceptions of self through on-going use of the technology.

Replacement for F2F meetings. Significant numbers of users are replacing face to face meetings with video-conferences and are happy or very happy with the greater efficiencies of this arrangement. More time to do other things, less time spent travelling.

4.4. Technologies being used for research, learning & teaching and service

Objective: What specific technologies are being used in pursuit of research, learning & teaching and service-oriented activities.

Videophones used across all three work categories. Users report that the videophone has allowed them to pursue all three categories of work with greater efficiency. Some remark that they are able to have shorter, more frequent meetings on-demand, rather than less frequent, longer duration meetings that require time and effort to get to and from. Respondents report that the more frequent communication is having a beneficial effect on their work because of this.

Integration with other Communications Technologies.

Participants across all three categories want a greater degree of integration between the videophone and other communications technologies such as Skype, FaceTime, FaceTime for Android, Viber, Google Hangout, Tango etc. People are using these various proprietary platforms that are not generally interoperable, at least not to the desired degree. The evolution of middleware over the coming years will see a greater degree of interoperability driven by consumer demand.

4.5. Workplace ergonomics

Objective: Workplace design factors that are influencing use, and how these might be optimised,

Awkward positioning on desk. A number of participants report that they have no suitable place to position the phone on their desk, and/or the videophone occupies too much space. During calls, they wish to look at their computer screen while talking on the phone, and this produces a profile image to the other party resulting in no eye contact. With some consideration of how to reposition the items on their desk, a suitable resolution could be reached in the majority of these cases.

Ugly ceiling/background. A corollary of the awkward positioning issue, a number of respondents commented on how people might give some consideration to what will appear as the background to

their foreground image. The background may be a dreary looking ceiling, or perhaps a window with bright light causing the person's face to darken. It is a case '*look behind you, your camera does*'.

4.6. Contribution to sustainable practices

Objective: How and to what extent the unified collaboration program is contributing to the University's sustainable practices.

Reduced need to travel. A significant number of respondents – around 90% - indicated they saw the videophone as having the potential to replace face-to-face meetings with videophone meetings, although only 10% said they were already doing this. If the willingness is there to try, then more people over time will make the change to virtual meetings, particularly given the incentive of saving themselves the time and effort to travel.

Reduced Carbon Dioxide vehicle emissions. There is no specific data thus far on how many kilometres of travel have been avoided through videophone use, however given the comments and the data, it is clear that a significant saving has been made in this regard and will continue to be made into the future. The University operates a fleet of vehicles across five campuses used almost exclusively for staff to travel to other campuses for meetings and teaching. As the proportion of users opt for virtual meetings, the number of vehicles that the University needs to buy, fuel and maintain is expected to decrease.

4.7. External engagement

Objective: How and to what extent the program contributes to greater engagement with our Asia-Pacific neighbours.

Engagement with outside bodies. There is insufficient data to support a conclusion in relation to this point. With improved interoperability, the degree of engagement with outside bodies is expected to increase. In the long-term, it is expected that most phone calls will have the ability to include a video image having become the *defacto* standard.

5. Recommendations

The history of innovation has many examples, the original telephone and television among them, of new technologies that polarised opinion, being both liked and disliked when first introduced.

Over time, people got used to these technologies, and now could scarcely imagine life without them. Arguably, videophones will likewise be accepted in time. The rate at which this happens can be increased through the judicious application of strategies at certain leverage points, as discussed below.

According to Moore, the best strategy is to focus on one category of user at a time and use each group as a base for addressing the next group.

Significantly, **the most difficult transition is the one between the early adopters and the early majority (the so-called 'pragmatists'). This is the chasm that Moore refers to, and is likely to be the place where the videophone project currently sits.**

The recommendations outlined in this report are therefore aimed at creating sufficient momentum to cross the 'chasm' between early adopters and early majority so that the enthusiasm with which the early adopters currently view the videophones is carried forward via the 'bandwagon effect' to the early majority. The impetus thus generated will carry on in time to the late majority. The Laggards will probably never use the full capabilities of the videophone, or use them under protest.

5.1. 'No camera obstruction' policy

A simple but effective measure that will institutionalise the correct use of videophones over time is a policy directive from senior management (Vice President – Corporate Services) that **camera phones should not be obstructed or directed away from the user.**

Suggested wording: *Where possible, staff should make use of the university's videophones when calling individuals and groups. This requires the phone to be placed on the desk so as to frame the speaker's face, ensuring that the background does not detract and not obscuring the camera or pointing it away.*

Over time, the policy will become part of Griffith's organisational culture.

Softly-softly. The policy should not be too rigorously enforced to avoid a subversive backlash. If possible it should combined with some form of positive reinforcement and be just strong enough so that over time, it becomes the right and normal thing to do.

5.2. Substitute for face to face meeting policy

For both scheduled and ad hoc meetings, a policy of substituting videophones for face to face meetings could be formulated. This strategy works by simply making people accustomed to new ways of doing things.

Suggested wording: *Where possible, staff should make use of the university's videoconferencing facilities as an alternative to physical travel.*

5.3. Newstart induction training

Training on how to use the videophones should be provided to all Newstarts as part of their induction training.

The expectation should be conveyed that the videophones are part of the normal way we do things at a multi-campus university like Griffith and that staff should use the videophones as a matter of course.

Over time, with normal staff attrition and churn, a culture of videophone use will be established.

5.4. Advertising campaign

Focus on benefits. A university-wide advertising campaign focussing on the benefits of using the videophones (eg less time spent travelling to meetings, fewer greenhouse gas emissions etc). For example, some respondents remarked that they are able to have shorter, more frequent meetings on-demand, rather than less frequent, longer duration meetings that require time and effort to get to and from. The more frequent communication is having a beneficial effect on their work because of this. Imagine a distributed research group winning an ARC grant, or writing a successful journal paper in Nature magazine because of this.

Campaign would utilise a number of existing communication channels; posters, short videos embedded in email etc.

You wouldn't turn your back. Campaign might also show how turning the camera off while the other party has theirs on is analogous to having a conversation where one party turns their back on the other and insists on having the conversation that way. No-one would do this in person, but some think it is ok to do in virtual meetings.

5.5. Workplace ergonomics

Numerous comments were made about the efficiency of the videophones being diminished by poor workplace ergonomics. These issues included bright daylight coming in through windows behind the user darkening the face, camera pointing too high, low, left or right, backgrounds being inappropriate or boring.

Recommend a guide to good videophone ergonomics be developed and distributed, including via the short video tutorials mentioned in the next section.

5.6. Short, on-demand tutorials

It is the case that video-based training tutorials already exist, however not everyone knows about them. The challenge is to make their existence known to all users.

For best results, tutorials should be short (1-2 minutes), of high definition image and sound quality, delivered on-demand from a place that is known about by the users.

6. Conclusion

The overall impression of the feedback being positive in these earlier stages of the project, the advantages of the videophones appear to be outweighing the disadvantages in the minds of the users. This is consistent with what is known from Social Psychology about humans being avid communicators who are skilled at reading non-verbal language when communicating with others. The videophones give access to this richer channel of communication. The majority of participants in this study remarked very positively on this benefit.

As time goes by, and users become more accustomed with the technology, the chasm may safely be crossed.

6.1. Directions for future research

Scope for future work. Considerable scope exists for follow-up studies that examine the socio-technical factors contributing to improved collaboration between individuals and teams.

Why do some people feel uncomfortable using videophones?

There are likely to be multiple reasons why some participants regarded the addition of visual images to a voice conversation to be disagreeable. More work is needed to drill down into these attitudes and understand them properly. With the current data we can only speculate; poor self-image, low self-esteem, personal problems of an unknown nature.

7. Appendix A: Questionnaire Results

Unified Collaboration Technologies in the Workplace: Evaluating the User Experience of the Cisco Videophone at Griffith University

Survey/Interview Questions
(Consolidated results shown next page)

1. Do you have a Videophone?

(If Yes, proceed with questions below.)

(If No, thank the person and terminate the interview)

2. About how many times would you use the videophone in an average week?

3. Do you use the camera to display your image to the other party?

If Yes, what are three things that are good about it?

What are three things that are NOT good about it?

If No, can you say a little about why not?

4. Has the videophone ever allowed you to avoid travel to another campus or place?

If no, do you think it has the potential to replace travel/F2F meetings?

If yes, how many times in the past month have you been able to avoid travelling to another campus because you used the videophone to have the meeting? If none, try to get an idea of how often it has been used as an alternative to travel.

5. Do you do research?

If no, proceed to next question.

If yes, have you ever used the videophone for any research-related activities? If yes, what were those activities? (like team meetings, data collection, anything)

6. Are you involved in some aspect of Learning & Teaching?

If no, proceed to next question.

If yes, have you ever used the videophone for any T&L activities (like student consultation, anything). If yes, what were those activities?

7. Do you perform Service or Admin?

If no, proceed to next question.

If yes, have you ever used the videophone for any service or admin-related activities? If yes, what were those activities?

8. When using the videophone in your work environment, is there anything that you would change *about* your environment to optimise the experience?

9. And finally, is there anything you can think of that would help us to encourage greater use of the videophone? (no right answers, just any constructive suggestions)

7.1. Results

7.1.1. How many times do you use the Videophone in an average week?

Return to [Results Summary](#).

10+	1	10	5-10	2-3	56% 10+
10+	10+	5-10	5-10	5-10	22% 5-10
10+	4-5	2-3	10	5-10	12% <5
10+	10+	10	10+	10	
5-10	10+	10	10+	10	
10+	End Pass 1	10	1	1	
10+	10	10	10+	10	
2-3	10	10	10+	10	
2-3	10	1	2-3	1	
2-3	10	10	10+	10	
5-10	10	5-10	2-3	5-10	
2-3	2-3	1	5-10	1	
5-10	2-3	5-10	End Pass 2	5-10	
4-5	10	5-10	10	1	
10+	10	5-10	10	5-10	
10+	10	1	10	10	
10+	5-10	10	5-10	5-10	
10+	1	10	10	10	
10+	10	5-10	2-3	5-10	
2-3	10	10	2-3	10	
10+	10	10	10		

7.1.2. Do you use the camera to display your image to the other party?

Return to [Results Summary](#).

N	N	Y	y	Y	20% N
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Y	Y	Y	y	Y
Y	Y	N	y	Y
Y	Y	N	y	N
Y	N	Y	y	Y
Y	Y	Y	Y	Y
Y	End Pass 1	Y	Y	Y
Y	Y	N	N	Y
N	Y	Y	Y	N
N	Y	N	Y	N
N	Y	Y	Y	Y
Y	Y	Y	Y	Y
Y	Y	N	Y	N
Y	N	Y	Y	Y
Y	Y	Y	End Pass 2	Y
Y	N	Y	y	Y
N	Y	Y	y	Y
Y	Y	Y	y	Y
Y	N	y	y	y
	Y	Y		
	Y			

7.1.3. What like/don't like about seeing & being seen?

Return to [Results Summary](#).

- I find it very distracting to have their image on my phone, and think it would be the same for them
- N** Generally keep the shutter closed, but open it for conversations with research group members and colleagues I work closely with.
- N** Not everyone uses it and so it's not mutual. Due to the size of the phone itself, I have to position it to the right and behind of my computer monitor, so I don't always get seen by the other user.
- + Better empathy and collaborative communication via the ability to see one another. Non-verbal communication and body language I find improves communications and willingness to help and be helped
- + Happy to be seen >90%. Adds more personal touch to interaction, and great to be able to put faces to names more. It is almost mimics face-to-face, especially when the speaker phone is on.
- + Can read body language and thus communicate more effectively.

- + I show my image to all people I speak with. I feel at a disadvantage or slightly put out when others choose not to display their image.
- + Good to 'see' who you are talking to.
- N** I turn the camera on when the other party also has their camera turned on. I don't necessarily feel that it's helpful to see the other person's image, as in a one-to-one call the non-verbals etc. are less important but perhaps for group calls this function might be more useful. However, I haven't yet used the phone with more than one other party at a time. Turning the camera on also means that you can't stand up as easily when taking a call, which is useful when you want to change your posture after sitting all day.
- N** It has to be reciprocal. Hardly anyone who phones me has their picture on :(
- + I think seeing the person you are speaking with helps build rapport. The downside is that when you are working on your computer/writing things down, it's obvious! Sometimes this is necessary during a call though.
- + richer interactions and I think more productive
- N** Nobody seems to much like the videophone experience. Eye contact is rarely maintained. I tend to look at my monitor, or more frequently just block the lens. As far as I can tell, the addition of video adds nothing to the communication experience except for self-consciousness.
- They are awkward, and lack spontaneity. They are an inferior substitute to a face to face meeting. It's actually far more effective to just have an audio call.
- I hate the camera. It is invasive and unnecessary. For meetings with colleagues within the University we have videoconferencing. For meetings outside we have Google video chat. Video phones are an expensive redundancy.
- N** I don't like forgetting that I have this feature on.
- N** I hate it. I am forced to use it because it is rude to see the caller and for them not to see you. But I really hate the camera. I email whenever I can rather than phone and that is not a good thing.
- + It's good to see what people look like. I was talking to people from other campuses for years but had no idea what they looked like.
- + It is nice to be able to see who you are talking to, especially if you have always spoken on the phone, but never met! Obviously, it is good if you are having a small meeting too.
- + I keep the camera on at all times but I have sometimes forgotten that it is on.
- N** I only use it because I was told I had to. Often I am not looking at the person and worry about appearing rude. I also find it unnecessary for most conversations.
- N** Our Gold Coast campus does not have video phones yet.
- I am sleep deprived carer and probably not looking my best at most times.
- + Helps communications with some callers. Some people do not have their own camera aligned properly
- + I like to see the other person if I have not met them before.
- + Seeing the other person makes it more personal and you actually get to put faces to names.
- + Didn't think much of it at first, now it does not both me .. very rarely look

- at it when I am talking
- + more personalised
 - Would rather use Skype and other superior technologies for videoconferencing. The phone is a terrible alternative for anything by voice calls.
 - + I like getting to know people who have only been 'voices' until now.
 - + Visual contact encourages a friendlier conversation.
 - N** I do not see the point of visual contact while using the phone
 - N** I mostly use it only because the other party usually seems to want to. Often I need to look at my computer during the call, so I'm not looking at the other person anyhow. However, sometimes it helps to see the other person to have a more personal interaction.
 - + I like the fact that it makes the call more personal.
 - N** It is difficult to use video phone/ video conference feature in shared office spaces
 - N** In the beginning I was caught unawares and was not looking at the camera which may have appeared rude to the other party
 - + Makes the transaction a little more personal if I don't already know the other party. Dislike: Problem of lack of eye-contact because looking at the screen means you are not looking at the camera is not entirely solved (if it ever could be) but the smallness of the screen makes that problem not unbearable.
 - + Seeing faces of people that you may have only emailed or talked to a lot before improves communication. You do have to be a little careful with paying attention, eg not looking at your computer and doing something else as well
 - + nice to know who you are talking to (particularly GU staff who you may recognise but who you previously had not known).
 - Can't control zoom or lighting/brightness. Like the manual shutter. Books in background in my office look impressive but add visual clutter.
 - I don't need to see up the other party's nose and don't understand why I need to be seen during an ordinary phone conversation.
 - Don't really like it - feels unnecessary for a brief phone call. Also don't like looking into the phone when I would normally be looking through a document that I'm calling about for example. Just feels unnecessary.
 - N** I use this very rarely - only for phone calls between other people in the School and, even then, I generally just walk down the hall to talk to them in person. Being seen via the phone doesn't really bother me.
 - + More personal interaction with the other party; visual channel improves understanding (e.g., nuances of facial expression) Dislike: No problems so far
 - + who wants to be seen or see people on a phone. total waste of money and totally stupid idea. the phone camera is permanently OFF!
 - + I personally love the video conferencing facility as it allows me to have a more "real" conversation instead of just a voice this person become just that "a person" whose face I can now identify.
 - + Nice to put a face to a name
 - + I have my video on all the time. Disappointing when others don't or they have it facing the ceiling. With the video I believe it makes things more personal and

- engaging for the calls. People are not just a number.
- N** If the other part has a camera, will do the same, otherwise, will hide.
 - +** Like: putting a face to a name (often names I've known for years). Like: being seen and seeing feels more personal than speech alone.
 - +** I think it encourages people to be more mindful, respectful and friendly when viewing the other person. I love how most people wave when they first see you.
 - +** It is nice to be able to see the other person but not sure about being seen. Makes it easier to communicate and engage if you can see who you are talking to. I think it is a good idea and just a matter of getting used to it for the shyer types amongst us.
 - +** Can see non verbal feedback
 - +** I find it easier to discuss issues face to face, so like the video option. It also gives me a chance to meet people that I have been conversing with for years on the phone without ever knowing what they look like.
 - +** its good to see who you are talking to.
 - +** Good to share facial expressions. Sometimes I can just nod. Also good to be able recognise staff wouldn't normally see.
 - +** I have no problem with being seen, but it appears that the vast majority of people within the university that I speak to have their own cameras turned off or blocked. That's actually irritating.
 - +** It makes it a lot easier to talk to my teaching team at the Gold Coast in a face to face context
 - N** There'd better off be a third option called 'sometimes', then I would have ticked that
 - +** For ordinary call no video required. For academic collaboration video can very very good.
 - N** I sometimes use the camera, especially when the other party does so. No particular reason to like or dislike.
 - N** I don't always turn the camera on unless for a video-conference with others.
 - +** I use it for regular meeting with co-supervisor of my PhD student, and for research project/funding application discussion.

18/63 Neutral, 8/63 Negative, 37/63 Positive

27% Neutral, 13% Negative, 59% Positive

7.1.4. Interesting or amusing stories about how you use Videophone?

Return to [Results Summary](#).

When on a national teleconference with colleagues, I accidentally disconnected myself from the meeting three times because I kept pushing the speaker button instead of the mute button.

Just generally noticing that most people wave goodbye at the end of phone calls now

How some callers like to watch but not be seen

I noticed at first use that waving goodbye seemed to be the etiquette from those using it for some time

balloons in the background of someone at the other end of the phone

Pick up the handset. Dial a number and talk...or when it rings..pick up the handset and say "hello"

If a call is from an on-campus friend I sometimes hold up a photo of a movie star/celebrity in front of my camera.

7.1.5. Has the Videophone ever been a substitute for travel to another campus or place?

Return to [Results Summary](#).

N	N	N	N	N	N	12% Y
N	N	N	N	Y	N	88% N
Y	Y	N	N	N	N	
Y	N	N	N	N	N	
N	N	N	N	N	N	
N	End Pass 1	N	N	N	N	
N	N	N	N	Y	N	
N	N	N	N	N	N	
N	N	N	N	N	Y	
Y	N	N	N	N	N	
N	N	N	N	N	N	
N	N	N	N	N	N	
N	N	N	N	N	N	
N	N	n	n	End Pass 2	N	
N	Y	n	n	y	Y	
N	N	N	N	N	N	
N	N	N	N	N	N	
Y	N	N	N	N	Y	
N	N	N	N	N	N	
N	N	N	N	N	N	

7.1.6. Potential to replace travel/face-to-face meetings?

Return to [Results Summary](#).

y	y	y	Y	y	94% Y
Y	Y	Y	Y	Y	6% N
Y	Y	Y	Y	Y	
Y	Y	Y	Y	Y	
Y	Y	Y	Y	Y	
Y	End Pass 1	Y	Y	Y	
Y	Y	n	Y	Y	
Y	Y	Y	N	Y	
N	Y	Y	Y	Y	
Y	Y	Y	Y	Y	
Y	Y	Y	Y	Y	
Y	Y	Y	Y	Y	
Y	Y	N	Y	Y	
Y	Y	Y	End Pass 2	Y	
Y	Y	Y	Y	Y	
Y	N	Y	Y	Y	
N	Y	Y	Y	Y	
Y	Y	Y	Y	Y	
Y	Y	Y	Y	Y	
Y	Y	Y	Y	Y	

7.1.7. What would you change in your environment to optimize the experience?

Return to [Results Summary](#).

Try and make more room on my desk

Everyone needs to paint their ceilings. The ceiling is always in the background and you realise just how horrible everyone's ceilings are!

Phone height on desk is a little low to capture my face on the video, so I have to lean down (I am quite tall). Need to have it on a raised platform, but this is cumbersome.

I'm not sure what could be changed to be honest

Ideally, I would like to be able to elevate the phone so that I had the option of standing when taking some phone calls (without just having to have a permanent stack of books on my desk!).

The teleconferencing feature is fantastic - so easy to use and saves so much money on sourcing this externally. The only downside is that it can only take 9 callers at once, and this was not specified in the user guide so when I tried to do a teleconference with 20 participants it was a bit of a nightmare!

Everyone should have the camera "on".

Yes, flick the little privacy screen across the lens and use it as a phone. It's great and does absolutely everything a phone should.

If it was possible to use with mobile phone

I had to change the placement of my phone so that I didn't have my back to it when I had to look something up on my computer.

Yes, already have. I ensured the GU School of Humanities sign is visible behind me for instant recognition

I'd get rid of the phone.

How about not turning off the camera - sort of defeats the purpose.

End Pass 1

Bigger screen Better placement in office Clearer indication of messages - hard to see Add a recording function - e.g. for interviews

Use the phone as a laptop stand for a laptop with Skype.

Forgot about the screen when I made a call, and ignored it, only to be startled when I saw a person on it in the corner of my eye. New social rules necessary for this, I think

use to contact other elements within the university and converse with people in those areas - did find the video aspect of interest here in that you know who you are talking to.

Adjust phone position. It needs to be closer to me than where I prefer it on my desk. Left/Right tilt would also be helpful. An office is not a video studio, they have conflicting needs in terms of spatial requirements. Having a hands free/cordless headset option would be very helpful too.

End Pass 2

Have a space for the phone. The phone is bigger and I have two screens. Had to position the phone in an appropriate position.

People seem to feel the need to lean over the phone so that others can see them properly. It feels awkward if you lean out of video range to check something for the caller. It would be easier if the camera were on the top of your computer for instance or somewhere more central than off to the side where most telephones are situated.

Have a software interface with the computer (like Skype) so that full screen direct camera facing interaction is possible while engaging with access to data on computer. Phone interface is misaligned with computer interface causing lack of personal engagement. There is a real issue of creating a feel of lack of personal engagement if the video camera is ignored. This is not an issue with normal phone connections. Benefits outweigh the potential losses but it will be important to design protocols to get the most out of the features of these devices

The field of view of the camera can be increased so as to accommodate more people in a group meeting.

7.1.8. How else might staff get most out of V-Phones?

Return to [Results Summary](#).

Send a short "Did you know" message about phone functionalities

Headphones

Can you leave video messages?

They should install sliding windows so you can open them and throw the phone out of the building.

End Pass 1

More training. There should be a selection of times for training. The training that has already been given does not always suit everyone so if there are choices it would be easier

More instructions, tip sheets or video clips from utube on how to best use the phone for messages, group phone calls etc. I'm sure we are not making full use of the technology through pure ignorance. Stickers on the phone to prompt where to get help. Change the standard 6 ring call out to a shorter call out period of 4 rings. The phone pad is not compliant for visually impaired people. Are there phone pads that are compliant with cisco for visually impaired people?

Awkward positioning in the office. Very difficult to use in conference room

Being able to share non-verbal items, such as objects, book pages or computer screens. Potentially very useful.

There are some great 'ringtones'. It can be useful as a mirror.

End Pass 2

Would be great if it could work with other video conferencing systems such as Skype.

7.1.9. Final Comments

Return to [Results Summary](#)

I think the training was very rushed, a lot of information to take in and not easy to remember, I think a lot of the academics did not attend the training and are unsure of the capabilities

Couple of dozen times has been substitute for travel. I'm finding that a few shorter video conversations can replace a larger single face to face meeting with an individual on another campus

Interaction with my academics has become more reliant on the video phone. Previously they would often visit my office or I would visit theirs to discuss more complicated issues. I always preferred face to face where possible for clarity of communication and the sense that we "met". The video phones give that same sense.

I really like it, and can see great future potential.

I think in the areas of health face to face professional contact is essential to our industry and video-conferencing will never substitute. It can be a substitute on occasions but never a complete replacement

Not to replace travel, although it has probably reduced the need for both of the above. Most people could have previously used Skype in the same way that they now use a videophone. So if they were still meeting face-to-face anyway, there was obviously some perceived benefit from doing so and I doubt that the videophone has replaced this, although I'm sure it's helpful to have this option.

On page 1 the "how long" questions should allow for times less than 2 months overall I like using this phone but as connected to the computing system often needs to be reset.

I'd be really interested to see your results. I do think people are comfortable with video calls as presented on Skype or google chat. The screens are large and we've been doing this for a few years.

I have used google video chat and skype extensively. The video phone is useless in speaking with colleagues overseas and nationally.

At this early stage, I have only mainly used it for phone calls. I have arranged one small meeting and done the minutes via the videophone.

I think the phones are great and very simple to use. I like that they have call history, the buttons are self-explanatory and easy to use. The voice message system is much easier as well - love it!

I don't think it will entirely replace face to face but may lessen the need for it. Videoconferencing doesn't pick up the energy of the room/ person/ environment. Sensitive discussions still need to be done face to face.

I would like to know how to do a group conference call on these new cisco phones. Can instructions go up on the portal. The phones should also display a sticker on where to get help, particularly when you are new to the University.

I think survey feedback is a good idea. The Uni should investigate more resources in evaluating its resources.

helpful for long inter campus calls

(Used for) many administration activities including HDR, course development and planning, research planning; collegial discussions

Not sure if the marginal improvement in functionality and the vision is worth the investment of money and our time for training

Enjoying the experience. Much more friendly and interactive.

Didn't think much of it at first, now it does not both me .. very rarely look at it when I am talking

Just put's a face to a name

Videophones cannot replace people contact one on one or in a group.

Change the blinds in my office to block the glare so I can be seen more clearly

I am not sure. It is not hands free. Skype is more convenient to use for academic work than this phone. We can go through documents or web pages while speaking (using ear phones or head phones).

It is a good attempt. But for in depth discussion of research or academic issues, we need something on our computer screen. Thanks.

I wouldn't travel for meetings much. The way I see it is this: if it was serious enough to require a face-to-face meeting before, it's still serious enough now.

There is one BIG problem with the videophone and that is that it is dependent on the internet. When the internet is down, there is no phone; when the phone is faulty there's no internet for other work

I find it bewildering, and have already missed one important call because it is hard to understand.

It really is only a marginal improvement over the audio phone (you can't exchange docs or readily display them) but travelling to other campuses is sometimes tedious, and one looks for every opportunity to avoid it. The Videophone shifts the calculation more towards the use-the-phone end of the axis rather than the get-in-the-car end.

Contact with colleagues discussing course content

Substituted for travel 3-4 times so far, instead of travel to gold coast campus

For regular meetings, some of them need to be scheduled as face to face

I use phone more for admin and research ethics activities

Contact with others about admin issues in teh same building.

Discussions with various admin elements of the Uni (HRM, PFS, Campus LIfe etc)

it's a nice idea but not sure how cost effective it is - we have video options on

smart phones but don't tend to use these routinely.

Its not a good channel. Its like you're there but through a tube. Also the ability to have an aside with people is important, but lacking in this mode. Better for 1:1 conversations. Linking whiteboards in a similar would help a lot for collaborative technical discussions. Also, completely not viable as a substitute for laboratory experimentalists.

1. Enable the flexible call forwarding functionality that previous system had. 2. Tie into Skype/ Gchat/ Yahoo Messenger type accounts.

Face-to-face meetings involve much more than just seeing the other party's face.

I would use Skype if I needed to see the person. Having the person's image on my computer makes more sense as I'm usually using my computer at the same time

Face-to-face meetings are still easier for comparing notes, completing tasks together, etc. I would only really use the videophone for conversations that I can normally manage on a 'normal' phone

My touch screen doesn't work!!

Forgetting it is on and going to hang up and you have had an entire conversation while you have been looking at your computer and not the caller. Oops

They are excellent

Not all staff seem to have their camera turned on, which I find a bit strange when they can see me, but I can't see them. I'm not sure if everyone realises that just because you cannot see who you are talking to, that they can still see you.

I used it once to speak with the International Office with 2 students in my office (I turned the phone around so they could see) rather than them having to walk to the International Office.

Someone visit each office to ensure staff know how to use the phone to its full potential.

I'd like to know why some staff seem to avoid the video aspect of the phone. Is it fear? Is it a need for privacy? I've found that my calls to people within the university are 'friendlier' when you can look the person in the eye

8. [Appendix B: Interview Transcripts](#)

Formal interviews are on-going. Transcripts of a sample of five interviews is given below. These are representative of the overall mood of respondents.

Return to [Main Report](#).

8.1. Interview 1

Note: Interview 1 is an extraordinarily detailed and helpful dataset.

Survey/Interview Questions

10. What is your role at Griffith University?

Associate Professor and Deputy Head of Department, in charge of the teaching and learning portfolio.

11. Do you have a Videophone?

(If Yes, proceed with questions below.)

(If No, thank the person and terminate the interview)

It was in my office here, we were in the first early roll out phase. It was definitely in the beginning of the year. It was in my office but it wasn't set up until Early January, February.

I haven't attended any training but my administrative assistant did and she gave me a flash, a quick thingy, the dude when he came to install it showed me a few things and they left me a little brochure thingy.

12. About how many times would you use the videophone in an average week?

I use the video feature on every phone call. It also depends on who is on the other end and if they can use it or not. I find people around the university; particularly the administrative staff have the camera pointed at the roof. They don't like to be seen. I always have it on and I have a headset on mine. There are probably a few particular individuals who don't have the camera on. In my teaching and learning role, I talk to secretaries, student admin, admissions, credit, basically every part of the university and I notice that there are quite a few people who aren't comfortable being seen. And more humorously, some people who don't realise they are being seen, which is quite funny.

Some departments, maybe student admin, the screens are just black. I am not sure whether that is because they don't have them or I just can't tell. Our staff at the Gold Coast do have the cameras. All my staff and professional staff have them. I don't think Logan has them last time I checked. Apart from the Dean and the Dean's secretary, I don't think they see them.

Probably 20 times a week. I make a lot of phone calls. Sometimes 20 calls a day.

I am interstate next week. I use the videophone for staff meetings and when I am off campus. It is better than a teleconference and it is not the hassle of trying to book a teleconference or having to leave their office, which is often a challenge these days.

13. Do you use the camera to display your image to the other party?

Yep

Positives

The videoconference at your desk. It is contained to the phone. People has different videophones in their office. You can dial in from your office. You may not feel there is any value in attending a meeting, you can attend from the office or that 15 minutes walking between venues. There is a lot of time lost between venues. I tend to have full on back to back meetings. My assistant tries to compact meetings into 2 or 3 days so I have time to work on the other days. On those days, I make a judgment, should I walk up to the Bray centre or connect through my office. If I can contribute, I will. I have seen it work on both ends. With videoconference, you can see them on the screen and you see that they have dialled in. It is good how people can just dial in with voice so if they are on their mobile phones, particularly with academic staff, it is hard to get people, they are all over the place. I had a day a few months ago when I was in the city with Industry people, as I walked out of their office, I dialled into a video conference while working, that went the entire time I was driving back to this campus. I was on with the ear piece on. Not a lot of comments because I was driving. Then I dialled into another meeting while I drove to Logan and when I got there I walked into another meeting. So it is that productivity that you are able to participate in different formats. I understand they are testing JABBA as an APP to be able to dial in and use the camera, using your phone and your ipad as well. It essentially becomes like a mobile video conference phone. They can do it but they haven't released it to the staff yet. It has been out for a few months, I don't know if they are testing it or what. So I think that function, being able to see people and that additional level of interactivity and personal awareness. You can see people's

body language, expression, which is a lot better than a teleconference. And that flexibility of being able to dial in and not have to walk around the joint and attend various meetings.

Negatives

Well, one the APP would be cool. So if I am not able to get to the office phone or the videophone if I am at an event or something. So at the moment, they have the technology to dial in with voice but if you have an iPhone, iPad, camera, that would be a good, if you choose to do so, and the circumstances were right, that would be good. So rolling out that would be useful. Given they can do it.

Not really a negative, but where people don't show their picture. It is a bit of a waste, institutional wise, I don't know how much they are, hundreds of dollars, I imagine, they have it switched off or even worse, have it pointed at the ceiling, to the lights on the roof. I understand people are sensitive to these things. But, I think maybe, I can't say that this is not happening but some sort of institutional messaging or department heads around the place to be reminding people this is technology and it is creating better relationships between staff. We have got it and paid for it, let's use it.

Not really a criticism but I still notice a lot of meetings going on that don't need to go on. Sorry, the meetings need to happen but it is a substantive issue, they don't need to be in rooms and we are still sending way too many people up and down the campuses. Like, I have to go to the Gold Coast. I have to be there two days a week. I am struggling to get there two days a week because of other things I am involved in. So I will go down there for my Gold Coast day and see my staff down there and so forth and I will see 'so and so' from Nathan is down here and I say, what are you doing down here and they say, oh, just coming down for a meeting. I guess that is the other side of it, there is a piece around people using it and they have the opportunity to there is a piece, when someone calls it and then there is the broader piece around the change management of the culture and creating... being a finance academic, like you cannot book university cars anymore for a short meeting or let you claim kilometres off the university and it is just a wast of people's time as well as sustainability issues, productivity issues and indeed the occupational health and safety issue which is about people driving up and down the freeway.

Interviewer: imagine if staff had that imposed on them, every minute of the day they had to be productive, even driving between meetings like you do

Don't get me wrong. A set of mechanisms in place and a process around it and reminding people and pointing out the opportunities and highlighting to them. But I think there is also

this institution being a multi campus university and the campuses being close together, unlike other multi campus universities where they are several hundred kilometres apart, you don't sort of drive down the road for a meeting. I think it is a real cost issue. It is a real sustainability issue and it is a real staff time issue.

Like many of these things our academic staff are often reluctant to use them. They are late adopters or cautious adopters so they need a bit of poking and prodding, whether that be a bit of positive reinforcement or a bit of a stick. It can only help everyone considering every one is time poor. We don't want it to be another add on where it just sits there or where people just use them as a normal phone especially when they do have the potential to improve productivity.

14. Has the videophone ever allowed you to avoid travel to another campus or place?

Interviewer: You have already commented on how you have had to avoid travel to other campuses etc. Is there any other comment you would like to make in regards to this?

I think the use is increasing. At first it was just a matter of calling the person down the corridor and seeing how it works and playing around. And now my assistant says, 'so and so' wants to meet with you. So do you want them to come, do you want them to phone in. It is sort of like an importance thing. Some things you really need to do face to face, it is about the relationship or something like that. Other things, may just be an operational matter to start with but it is a serious issue that they want to talk to you about then I will generally want to do it face to face. We are getting better at defining that, I would say that overall the use is increasing and we are being a little more insistent. My assistant protects my diary. We say to people, what is it about? does this really need to be face to face? Do I need to travel to that particular event or is it something we can do on the Videophone?

Interviewer: Has anyone discussed something really personal with you on the Videophone?

Yeah, some of the Gold Coast staff. I would say, something has come up and they needed to talk to me about it and they usually ask when I am next at the Gold Coast and if I am not down there in the next few days, then they ask if they can have a chat. They tend to be staff that, how would I put it, might be more comfortable. Staff that report to you, sometimes are a bit more stand offish. The ones on the more comfortable, open side. If I feel the matter is serious enough I won't use that as a

vehicle to get out of confronting someone. But sometimes if it is a time matter, then yes.

Interviewer: If you have someone angry??

The ones I have on my mind are not anger issues. Probably more concerns, or worried about this or HR type things. Like staff on contracts and I am trying to negotiate contracts for and we have just come out of the ASP round. I would have meetings on the videophone for that as they are face to face but some of the follow up discussions to clarify points, like what did you mean by that or those sort of conversations I wouldn't do just on the videophone. I think it is a nice medium between it is not pragmatic, I mean the number of staff and the number of campuses. We have had our meeting, we have another issue, let's set up another meeting when we are physically in the same place again. Because that could be a couple of weeks away. It is just that matter of combining of the factors of a substantive matter to be discussed, it is the relationship of the person at the other end, and the pragmatic issues around logistics and you can find a nice balance between a reasonable relationship with the person at the other end and you really need to do it face to face for whatever reason. Logically trying to get face to face with some people, the videophone will allow you to do things that I probably wouldn't do if it was just the voice. You want to be able to see people's body language and how they respond and the looks on their faces.

People have said to me that it is clear by the look on my face and the body language I give, that it is clear what I am thinking. Maybe I do that deliberately. I am a great believer when it comes to business relationships as opposed to personal relationships, that... actually I will start that again, when it comes to professional in house relationships as opposed to external parties, all that stuff has to be on the table. If it is a rolling the eyes matter, then I think they need to know that at some point. I think in an institution like this, with the nature of academics particular, some issues just create a whole lot of issues and it creates more problems and sometimes things can go on for years and someone doesn't realise they are being a pain in the 'arse' so to speak, because no one has actually told them.

It is all about productivity.

15. Do you do research?

Yes, we have had discussions with other investigators, co-researchers. I have used the phone to do interviews but not the videophone as it tends to be with external people. That is another good thing, if we find a way where external parties could use it. If someone else had a video phone, that would be great. I use the phone a lot for conversations like that. I am not

aware of any of the industry bodies having the videophone. I have spoken to some about it and they were like oh wow, cool. Even if they did have it, I don't know how the connectivity would work.

I think that is where the APP technology would be ideal. I could guess that it was external.

Student is another real issue. Same issues arise with students. If you have an irate student, I mean, not my own student. But if I am responsible for teaching and learning and I have a matter of concern, they hit me from all sides. They get escalated from a course convenor, if there is a matter that the convenor is worried about, whether that is a concern about a sessional staff member or a concern about a student or from the other end where student's complain right to the Vice Chancellor because students have a grievance and it gets cascaded down and usually ends up on my desk for action. The same thing, when you are dealing with those sorts of grievance type issues. I have always said people will behave quite differently over email and to a lesser extent similarly and to a lesser extent over the phone but quite different face to face. When you get them face to face, a lot of that disappears. The assertiveness, the aggression, the conflation of issues, the exaggeration of issues, a lot of that disappears. The videophone again, has that potential to be the mediator in terms of the medium. It is a whole different ballgame. It is different when you are sitting with someone physically. On that spectrum you have letters, you have emails, people tend to be a lot more aggressive and exaggeration in those mediums. It is really easy for it to be misconstrued. People take things the wrong way, like the tone. People forget that high caps that is screaming. All that type of stuff. I have had emails from students like that. Sometimes there is an undertone and you wonder if they are cranky or not. Often it is really hard to get people on the phone, so these days. If there was an APP for external parties, off campus. I have used collaborate like that sometimes but it is so hard to set up. You need a camera, etc. If you could just dial in and you are ready to talk. Having the image just heightens the whole level of the conversation and makes it more personal and professional.

I know it works and in a session I had months ago now, haven't heard anything about the rollout of it. It is a CISCO JABBA APP. I have the APP but they have to set up a profile so you can link through. It goes to the videophone. You give them a reference number and somehow it connects through. If this becomes the platform, the APP is free and it takes 20 seconds to download. We could extend the use of the technology on a range of ways.

16. Are you involved in some aspect of Learning & Teaching?

Yep.

Yes, on the management side where I have already said, working with staff. We do run, departmental teaching learning and meeting which is called the student retention team which my department is the only one that has it up and running at the moment. We have had about 8 meetings. I was worried that I was undershooting on that.

Overachiever. We use the videoconference rooms for those but we have had a few people dial in on their videophones for various reasons. But on the actual teaching side, no, there is no way for the student to get access to the videophones unless we arrange for them to go into an office. With everything we are doing for our blended learning, notionally on and off campus students and the engagement is so important, visa vi retention. It would be great for students to be able to meet you on campus, or here is my collaborate (virtual office) which we have set up or call JABBA. It would ring in my office phone or if I am not in office. That is another level of service that we could generate. Not a lot on the teaching side.

17. Do you perform Service or Admin?

If no, proceed to next question.

If yes, have you ever used the videophone for any service or admin-related activities? If yes, what were those activities?

Interviewer: You have already described various activities for this question.

18. When using the videophone in your work environment, is there anything that you would change about your environment to optimise the experience?

You have talked about the APP.

The headset. The headset is an amazing thing for me. You get a similar effect with the speaker phone. Given in my line of work, I deal with a lot of confidential issues, so I can't use it. It is not as good a quality. The headset the audio is good and you are free to check documents, I will email you that now. The headset was a huge improvement in terms of use and functionality.

19. And finally, is there anything you can think of that would help us to encourage greater use of the videophone? (no right answers, just any constructive suggestions)

Already mentioned...

Interesting stories

Two come to mind. One was a ½ hour long conversation with a senior staff, a senior manager. We were talking about HR, rather confidential issues. We were talking about recruitment, ASRP. It was a long conversation at the end of the day and I was leaning over the phone, and the whole time, the person was looking at the computer screen and the phone was coming from the side profile, and this wasn't, this person was relatively new to the university, so I am not sure how long they had been at the university. And literally, the conversation went on for ½ hour and I am literally looking at this person's head. You could see them looking in and out at the screen and it was a good conversation. They were looking at documents and we were discussing it and right at the end, and then she saw my face and realised that I had been looking at her the whole time. They jumped backwards. It is pretty hard to miss the videophone image. It was quite funny at the time.

The second story was a meeting we had had with staff about some things that we were doing. And there was one staff member that wasn't happy about the things that we were doing and there was about five people, all in their own offices and all on videophones, and I anticipated that this person was going to get upset and chuck a bit of a wobbly, and he did and seriously so. And it was a 10 minute rant about this that and the other. There were accusations flying and pretty unsavoury things said. And it was really interesting to see this person's face and you could see everyone else's face. If this was a teleconference, I would have no idea what was going on. In anticipating this, this person had already said these things to me already but hadn't told the rest of the group. So my strategy was, let him talk, he has a right to his opinion. My view that his opinion was erroneous and ill informed. That is my view on it. But I needed everyone else to hear to see whether they agreed, or disagreed or whatever. So, you could see these faces, rolling their eyes. It went on for 10 or 15 minutes and then at the end he said that is my piece, I am going and hung up. So I could see everyone else and I could see how everyone was reacting and that gave me the confidence as the chair of the meeting and the academic manager involved, to let him go. If I could see people getting distressed or cranky then I would have intervened more assertively. And then when he hung up, I was watching the little faces on the screen and the body language was like, ok lets continue the conversation. Where if it was just on the phone, it would have been, what is everyone thinking. If were we all in a physical room, face to face, I am not sure he would have said what he said. It may have been a bad thing not to say it. It would have been a lot more uncomfortable.

8.2. Interview 2

20. What is your role at Griffith University?

Director of (organisational unit with 20-30 staff)

21. Do you have a Videophone?

(If Yes, proceed with questions below.)

(If No, thank the person and terminate the interview)

Yes, it has been in the office for about 10 months.

Haven't been to any training.

I'm pretty accepting of it I don't resist it at all I find the video channel as a whole new dimension of the conversation, helps me decode a lot of what's going on at the other end. In terms of facial expressions, it makes conference calls a bit tricky but when there's to people on the other end it makes it a bit easier to turn taking.

22. About how many times would you use the videophone in an average week?

20, its an emailed dominated role

23. Do you use the camera to display your image to the other party?

If Yes, what are three things that are good about it?

What are three things that are NOT good about it?

If No, can you say a little about why not?

Yes, no problems there. Sometimes other people don't

Positives

1. *New*
2. *Gives me more channels a visual channel as opposed to just ordinary channel and helps me decode the intensions and meanings of the other person. In that sense it creates a more person to person as opposed to a more disembodied interaction.*
3. *Joins the organisation together a whole lot more because if we use email the potential to depersonalise is great but a phone call and then a video phone call is like a continual of becoming more and more human and personal. Email and text is auditory but now it's becoming more visual.*

Negatives

No negatives its great, it doesn't worry me the fact that your image is there, I can see how people (not me) would like to mask their

reactions. It forces people to be more engaged and authentic rather and it does mitigate against multitasking and in some courses I like to multi task but when you're on videophone you can't multitask.

24. Has the videophone ever allowed you to avoid travel to another campus or place?

If no, do you think it has the potential to replace travel/F2F meetings?

If yes, how many times in the past month have you been able to avoid travelling to another campus because you used the videophone to have the meeting? If none, try to get an idea of how often it has been used as an alternative to travel.

No we have a web X so we use that for that sort of stuff. If I've got a meeting that requires another level of interaction other than beyond just an image I'll go to the conference room and blow up the whole thing with a life-size picture. For some meetings you want that but no it doesn't save me trouble.

25. Do you do research?

If no, proceed to next question.

If yes, have you ever used the videophone for any research-related activities? If yes, what were those activities? (like team meetings, data collection, anything)

Yes, we use the videophone for teleconferences and grant teams where we have a member in Darwin, Sydney so we do connect but they don't have video phones so it's auditory. No interviews.

26. Are you involved in some aspect of Learning & Teaching?

If no, proceed to next question.

If yes, have you ever used the videophone for any T&L activities (like student consultation, anything). If yes, what were those activities?

No

27. Do you perform Service or Admin?

If no, proceed to next question.

If yes, have you ever used the videophone for any service or admin-related activities? If yes, what were those activities?

Everyday, steering meetings.

28. When using the videophone in your work environment, is there anything that you would change *about* your environment to optimise the experience?

Bigger screen and better camera but that's just technology it will get better over time.

29. And finally, is there anything you can think of that would help us to encourage greater use of the videophone? (no right answers, just any constructive suggestions)

No

8.3. Interview 3

30. What is your role at Griffith University?

Professional Support Officer-Executive Support

31. Do you have a Videophone?

(If Yes, proceed with questions below.)

(If No, thank the person and terminate the interview)

Yes. Available 12 months

Here when implemented

Attended training couple of sessions to choose from, basic to advanced, 1 hour long, beneficial

32. About how many times would you use the videophone in an average week?

I can have it operating but I get a black screen at the other end, the videophone cooperates the standard phone and I have it on all the time. If 6 calls a day, 4 would be and 2 without.

33. Do you use the camera to display your image to the other party?

If Yes, what are three things that are good about it?

What are three things that are NOT good about it?

If No, can you say a little about why not?

Always

Positives

- 1. Allows recognition by other parties*
- 2. If there were other people in the room at the time and you needed to make an allowance for and a bridge convocation it would be helpful to actually see that there is someone in the room*
- 3. Reduce travel*

Negatives

1. *People can see you, if you are unfamiliar with someone else, its an issue of I don't really have time to spend with them and I really have to cut this phone call short, I don't want them to pick up any non verbal signs.*

34. Has the videophone ever allowed you to avoid travel to another campus or place?

If no, do you think it has the potential to replace travel/F2F meetings?

If yes, how many times in the past month have you been able to avoid travelling to another campus because you used the videophone to have the meeting? If none, try to get an idea of how often it has been used as an alternative to travel.

Definitely, as soon as the remainder of the campuses come on board with the technology, that's what I understand to be the greatest outcomes for Griffith because Gold Coast to Nathan gateway is one of the prime both fares for staff/students/whoever aside from all the other campuses.

In the past month, the videophone has saved me from meeting face to face about 2 times in one month.

35. Do you do research?

If no, proceed to next question.

If yes, have you ever used the videophone for any research-related activities? If yes, what were those activities? (like team meetings, data collection, anything)

Technically I do, it varies in terms of quality of that research what qualifies research versus admin support but probably more admin support than research.

Haven't really used the videophone for research related activities.

Quantitative Analysis of 1st year survey.

No, team meetings by videophone and no interviews by phone.

36. Are you involved in some aspect of Learning & Teaching?

If no, proceed to next question.

If yes, have you ever used the videophone for any T&L activities (like student consultation, anything). If yes, what were those activities?

Yes some aspects, facilitating university wide improvements in learning and teaching.

No I haven't used the videophone to consult with students, I believe that some of the other staff may have done that especially student consults.

37. Do you perform Service or Admin?

If no, proceed to next question.

If yes, have you ever used the videophone for any service or admin-related activities? If yes, what were those activities?

Both and definitely have used the videophone for these activities.

No real interesting examples everything has been straightforward.

Use it in day-to-day admin activities

38. When using the videophone in your work environment, is there anything that you would change *about* your environment to optimise the experience?

No not at all, I did have to reboot it once myself though. I learnt it online, there is a self help guide frequently asked questions if your videophone fails which was a matter of unplugging the blue cord and plugging it back in.

39. And finally, is there anything you can think of that would help us to encourage greater use of the videophone? (no right answers, just any constructive suggestions)

My understanding is that it has been rolled out in this campus and part I other campuses and I think that although you cant enforce how people use the videophone, there really needs to be some kind of encouragement that the videophone is there as a tool to assist and not just a camera you can turn off. So it's a whole tool not just simply just a phone with a camera it's a whole approach to it. Definitely, without the training I would be still fumbling around with it, like setting up multi user conference. There is lots of tools that it has and at this particular stage I haven't needed to add on but may need to in the future.

8.1. Interview 4

40. What is your role at Griffith University?

Department secretary

41. Do you have a Videophone?

(If Yes, proceed with questions below.)

(If No, thank the person and terminate the interview)

Yes.

42. About how many times would you use the videophone in an average week?

15, if that.

43. Do you use the camera to display your image to the other party?

If Yes, what are three things that are good about it?

What are three things that are NOT good about it?

If No, can you say a little about why not?

Sometime yes, sometimes no.

Sometime they don't have their displays. Whether I want to see the other person.

More comfortable with perhaps. The interviewee felt very self-conscious and unwilling to display her image to others.

Some girls do should their picture and some don't.

Interviewee hates having photo taken.

Don't use facetime. Her sister calls her all the time using facetime but she declines.

Insist – no

Positives

1.face to name

2.sometimes more personal and sometimes it is not. New staff at GC and you haven't see or met each other

3.?

Negatives

1. Bad hair day – doesn't look good.

2. not self confident. daunting

3.?

Some people say "I can't see you?" If I do have the camera on, I am often looking at screen.

44. Has the videophone ever allowed you to avoid travel to another campus or place?

If no, do you think it has the potential to replace travel/F2F meetings?

If yes, how many times in the past month have you been able to avoid travelling to another campus because you used the videophone to have the meeting? If none, try to get an idea of how often it has been used as an alternative to travel.

Has for Mark. (PA for Mark)

Not for me so much. May have a meeting at Logan but they don't have a videophone.

GC staff.

Never used the videophone to avoid travel.

Conference call – arrange all the people for Mark.

Cheat sheet given to her to set up conference calls.

Had no training. Can do it online.

45. Do you do research?

If no, proceed to next question.

If yes, have you ever used the videophone for any research-related activities? If yes, what were those activities? (like team meetings, data collection, anything)

No.

46. Are you involved in some aspect of Learning & Teaching?

If no, proceed to next question.

If yes, have you ever used the videophone for any T&L activities (like student consultation, anything). If yes, what were those activities?

No.

47. Do you perform Service or Admin?

If no, proceed to next question.

If yes, have you ever used the videophone for any service or admin-related activities? If yes, what were those activities?

Yes, admin.

No, don't look at body language, etc.

'It is just like doing the grocery shopping. Just get in and get out.'

48. When using the videophone in your work environment, is there anything that you would change *about* your environment to optimise the experience?

No.

Not have them.

49. And finally, is there anything you can think of that would help us to encourage greater use of the videophone? (no right answers, just any constructive suggestions)

I called one guy. All I could see was his stomach cause he was standing up.

Some staff don't use it.

It is a good thing. A bit late, so much technology out there already. We will get used to it.

Good for Mark and his meetings. Some can be 4 hours –he can still listen to what is going on and work on the computer.

Save travel to GC 2.5 + 1.5 (travel time).

Arranges many meetings by videophone, phone, etc.

Get booked pretty quickly. Can't get a room.

Videophone can be good for this. E.g. Mark, making all the calls. Up to 100 people on the phone. Sometimes, she needs to set up a conference call and the videoconference rooms will be booked so the videophone is a good alternative.

8.2. Interview 5

50. What is your role at Griffith University?

Contract Project Officer

Work on staff and student data, lot of analytical report and designing and interpreting data

Learning Analytics

51. Do you have a Videophone?

(If Yes, proceed with questions below.)

(If No, thank the person and terminate the interview)

Yes

Since February

No trainings, learnt to use it by just using it

52. About how many times would you use the videophone in an average week?

Once a week

I revert it to a basic phone by picking up the phone and staying behind the computer screen

53. Do you use the camera to display your image to the other party?

If Yes, what are three things that are good about it?

What are three things that are NOT good about it?

If No, can you say a little about why not?

70% of my calls should just be calls

Some people just call to say something to keep it off record instead of emailing

Positives

1. *It humanises work and we can say 'Hi' when we see each other on campus*

Negatives

1. *It brings another dimension of communication that you weren't expecting*
2. *Screen is very small*
3. *You cant refer back to it*

54. Has the videophone ever allowed you to avoid travel to another campus or place?

If no, do you think it has the potential to replace travel/F2F meetings?

If yes, how many times in the past month have you been able to avoid travelling to another campus because you used the videophone to have the meeting? If none, try to get an idea of how often it has been used as an alternative to travel.

Not for me

55. Do you do research?

If no, proceed to next question.

If yes, have you ever used the videophone for any research-related activities? If yes, what were those activities? (like team meetings, data collection, anything)

Yes, don't use videophone

56. Are you involved in some aspect of Learning & Teaching?

If no, proceed to next question.

If yes, have you ever used the videophone for any T&L activities (like student consultation, anything). If yes, what were those activities?

No

Supporting teaching

57. Do you perform Service or Admin?

If no, proceed to next question.

If yes, have you ever used the videophone for any service or admin-related activities? If yes, what were those activities?

Part of this work involves some admin work, don't use videophone

58. When using the videophone in your work environment, is there anything that you would change *about* your environment to optimise the experience?

Yes, the office phone hasn't been an important part of my life

59. And finally, is there anything you can think of that would help us to encourage greater use of the videophone? (no right answers, just any constructive suggestions)

I would be using it as just a phone and then someone would say 'Oh, there you are'

I would set it to non video default or it would give a signal like 'sender' is trying to call like facetime does .

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